

1 of 3

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

## JOE HECK D3 SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A	NEWS	:30	\$200.00	10/08-10/12	5	1	5	\$1,000.00	
		Buyline Comment: NEWS										
	2	M-F	6A-7A	NEWS	:30	\$475.00	10/08-10/12	10	1	10	\$4,750.00	
		Buyline Comment: NEWS										
	3	M-F	7A-9A	NEWS	:30	\$500.00	10/08-10/12	10	1	10	\$5,000.00	
		Buyline Comment: TODAY										
	4	M-F	9A-10A	NEWS	:30	\$225.00	10/08-10/12	5	1	5	\$1,125.00	
		Buyline Comment: TODAY II										
	5	M-F	10A-11A	NEWS	:30	\$175.00	10/08-10/12	5	1	5	\$875.00	
		Buyline Comment: TODAY III										
	6	M-F	12P-1230P	NEWS	:30	\$225.00	10/08-10/12	5	1	5	\$1,125.00	
		Buyline Comment: NEWS										
	7	M-F	3P-4P	PHIL	:30	\$250.00	10/08-10/12	2	1	2	\$500.00	
		Buyline Comment: PHIL										
	8	M-F	5P-630P	NEWS	:30	\$575.00	10/08-10/12	15	1	15	\$8,625.00	
		Buyline Comment: NEWS										
	9	M-F	630P-7P	NEWS	:30	\$795.00	10/08-10/12	5	1	5	\$3,975.00	
		Buyline Comment: JEP										
	10	M-F	7P-730P	NEWS	:30	\$795.00	10/08-10/12	5	1	5	\$3,975.00	
		Buyline Comment: WHEEL										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) JOE HECK 4 CONGRESS  
 Product JOE HECK 4 CONGRESS  
 Estimate# 2214  
 Buyer KEGAN BERAN  
 Phone#  
 Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E //2214  
 Flight Dates 10/08/2012 - 10/14/2012  
 Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	730P-8P	FACE	:30	\$450.00	10/08-10/12	5	1	5	\$2,250.00	
				Buyline Comment: FACE								
	12	M-F	11P-1135P	NEWS	:30	\$575.00	10/08-10/12	5	1	5	\$2,875.00	
				Buyline Comment: NEWS								
	13	M-F	1135P-1235A	LENO	:30	\$275.00	10/08-10/12	3	1	3	\$825.00	
				Buyline Comment: LENO								
	14	SA-SU	11P-1135P	NEWS	:30	\$525.00	10/13-10/14	2	1	2	\$1,050.00	
				Buyline Comment: NEWS								
	15	SA	6A-7A	NEWS	:30	\$200.00	10/13-10/13	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	16	SA	7A-9A	SAT TODAY	:30	\$325.00	10/13-10/13	1	1	1	\$325.00	
				Buyline Comment: SAT TODAY								
	17	SU	7A-8A	SUN TODAY	:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
				Buyline Comment: SUN TODAY								
	18	SU	8A-9A	MTP	:30	\$650.00	10/14-10/14	1	1	1	\$650.00	
				Buyline Comment: MTP								
	19	SA	5P-630P	NEWS	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
				Buyline Comment: NEWS								

---REPORT TOTALS---

Report Totals: 87 / \$39,725.00

Rep Order# 6815976 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 102147

Last Received: 05/21/2012 2:21 PM  
Showing Buylines: All Lines

3 of 3

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---SALES MONTHLY TOTALS---

Oct 12: 87 / \$39,725.00

Sales Totals: 87 / \$39,725.00

Station Totals: 87 / \$39,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,365	CATV 0%	KBLR 0%	KINC 0%	KLAS -27%	KSNV 37%
		KTNV 20%	KTUD 0%	KVCW 0%	KVMY 0%	KVVU 16%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE